



## WHY SIGN A SOLE LISTING AGREEMENT

The structure of the real estate market offers a number of options to the potential seller (Vendor) when deciding with whom they wish to work to sell their home. The agency relationship that a Vendor enters into, in many cases, will define the spectrum of services they can expect from the Agency that they employ.

Although a “listing agreement” is typically presented and signed by a sales representative, the contract that a Vendor enters into is actually with the Agency that the sales representative works for.

There are three common types of agency relationships in Bermuda. Coldwell Banker specializes in Sole Listings.

**Sole Listing:** the property is listed with only one Agency whereby the listing agent becomes your sole contact and is responsible for disseminating information to other Agencies on your behalf, submitting all offers, and working with you until your home is sold!

**Open Listing:** the property is listed with more than one Agency and whomever effects a sale on the property will represent you in the sale of your home. The first agent to get you to accept an offer wins.

**Co-Broke Listing:** the property is listed as above by an outside Agency, who subsequently forwards the information onto Coldwell Banker on your behalf.

Our Sole listing seller’s services guarantee will provide you the highest level of commitment between Vendor and Agent and will result in a more dedicated approach to selling your home. Your Coldwell Banker Sales Representative will coordinate the marketing and showing of your property, providing feedback on activity and help you price your home based on comparable market data.

The duties of a sole listing agent are as follows:

- Duty of Obedience
- Duty of Disclosure
- Duty of Reasonable Care and Diligence
- Duty of Accounting

All Coldwell Banker Sales Representatives understand these duties and will work in your best interest. In fact, for a sole listing, we put our commitment in writing and have set out a procedure you can follow if we do not live up to our guarantee.

Let us work for you on a Sole Agency basis for a minimum of six months, and become your agents for life.

